

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

For Dates 11/01/2021 to 11/30/2021

Grouped by: Spot Type

(Scheduled Target = "1A" or Scheduled Target between "AllThings Considered" and "BBC Newshour" or Scheduled Target = "CarTalk" or Scheduled Target between "Diane Rehm Show" and "World, The")

Standard Report, Exclude Non-Commercial, Exclude Network, Exclude Zero Rate, All Orders

Id#	Advertiser	Order	Product	I.F.	Schedule Target	Start	End	
WUNC-FM								
1A								
347	TONY HALL & ASSOCIATES	• 347-00014 [2]	General	REAL ESTATE/SENIOR LIVING	ME	1A	10/11/2021	9/23/2022 15
All Things Considered								
647	HILL COUNTRY WOODWORKS	• 647-00014 [4]	General	HOME/OFFICE FURNISHINGS	ME	AllThings Considered	12/23/2020	12/14/2021 15
3241	KUHN ADVISORS	• 3241-00003 [2]	General	FINANCIAL SERVICES/BANKS	C	AllThings Considered	11/1/2021	11/7/2021 15
3241	KUHN ADVISORS	• 3241-00003 [2]	General	FINANCIAL SERVICES/BANKS	C	AllThings Considered	11/15/2021	11/21/2021 15
3241	KUHN ADVISORS	• 3241-00003 [2]	General	FINANCIAL SERVICES/BANKS	C	AllThings Considered	11/29/2021	12/5/2021 15
3107	MINDPATH CARE CENTERS	• 3107-00008 [11]	General	MEDICAL SERVICES	C	AllThings Considered	11/1/2021	11/7/2021 15
3107	MINDPATH CARE CENTERS	• 3107-00008 [11]	General	MEDICAL SERVICES	C	AllThings Considered	11/15/2021	11/21/2021 15
2293	PARKER POE	• 2293-00009 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	AllThings Considered	11/22/2021	11/28/2021 15
2293	PARKER POE	• 2293-00009 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	AllThings Considered	11/29/2021	12/5/2021 15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00022 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	AllThings Considered	11/1/2021	11/7/2021 15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00022 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	AllThings Considered	11/8/2021	11/14/2021 15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00022 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	AllThings Considered	11/15/2021	11/21/2021 15
950	SOUTHERN ENVIRONMENTAL LAW CENTER	• 950-00022 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	AllThings Considered	11/29/2021	12/5/2021 15
All Things Considered Totals:								
Back Porch Music								
163	PINECONE	• 163-00066 [2]	General	CONCERTS/LIVE MUSIC	ME	Back Porch Music	11/12/2021	11/21/2021 15
3308	ROOSTERS WIFE, THE	• 3308-00004 [1]	General	CONCERTS/LIVE MUSIC	ME	Back Porch Music	11/5/2021	11/7/2021 15
3308	ROOSTERS WIFE, THE	• 3308-00005 [1]	General	CONCERTS/LIVE MUSIC	ME	Back Porch Music	11/30/2021	12/5/2021 15
Back Porch Music Totals:								

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

For Dates 11/01/2021 to 11/30/2021

Grouped by: Spot Type

(Scheduled Target = "1A" or Scheduled Target between "AllThings Considered" and "BBC Newshour" or Scheduled Target = "CarTalk" or Scheduled Target between "Diane Rehm Show" and "World, The")

Standard Report, Exclude Non-Commercial, Exclude Network, Exclude Zero Rate, All Orders

Id#	Advertiser	Order	Product	I.F.	Schedule Target	Start	End	
Fresh Air (M-Th)								
826	CAROLINA PERFORMING ARTS	D	• 826-00108 [10]	General	THEATER/DANCE PRODUCTIONS	C	Fresh Air 7pm (M-TH)	11/8/2021 11/14/2021 15
826	CAROLINA PERFORMING ARTS	D	• 826-00108 [10]	General	THEATER/DANCE PRODUCTIONS	C	Fresh Air 7pm (M-TH)	11/15/2021 11/21/2021 15
826	CAROLINA PERFORMING ARTS	D	• 826-00108 [10]	General	THEATER/DANCE PRODUCTIONS	C	Fresh Air 7pm (M-TH)	11/22/2021 11/28/2021 15
826	CAROLINA PERFORMING ARTS	D	• 826-00108 [10]	General	THEATER/DANCE PRODUCTIONS	C	Fresh Air 7pm (M-TH)	11/29/2021 12/5/2021 15
1828	CHAMBER ORCHESTRA OF THE TRIANGLE		• 1828-00034 [2]	General	CONCERTS/LIVE MUSIC	ME	Fresh Air 7pm (M-TH)	11/1/2021 11/7/2021 15
3356	DOGWOOD ALLIANCE		• 3356-00002 [2]	General	NON-PROFIT ORGANIZATIONS	E	Fresh Air 7pm (M-TH)	11/1/2021 11/7/2021 15
3356	DOGWOOD ALLIANCE		• 3356-00002 [2]	General	NON-PROFIT ORGANIZATIONS	E	Fresh Air 7pm (M-TH)	11/8/2021 11/14/2021 15
3356	DOGWOOD ALLIANCE		• 3356-00002 [2]	General	NON-PROFIT ORGANIZATIONS	E	Fresh Air 7pm (M-TH)	11/15/2021 11/21/2021 15
3356	DOGWOOD ALLIANCE		• 3356-00002 [2]	General	NON-PROFIT ORGANIZATIONS	E	Fresh Air 7pm (M-TH)	11/22/2021 11/28/2021 15
3356	DOGWOOD ALLIANCE		• 3356-00002 [2]	General	NON-PROFIT ORGANIZATIONS	E	Fresh Air 7pm (M-TH)	11/29/2021 12/5/2021 15
3200	DUKE UNIVERSITY ARTS INITIATIVE		• 3200-00005 [2]	General	ART GALLERIES/ART ORGANIZATIONS	CE	Fresh Air 7pm (M-TH)	11/8/2021 11/14/2021 15
3200	DUKE UNIVERSITY ARTS INITIATIVE		• 3200-00005 [2]	General	ART GALLERIES/ART ORGANIZATIONS	CE	Fresh Air 7pm (M-TH)	11/22/2021 11/28/2021 15
3130	DURHAM LITERACY CENTER		• 3130-00007 [2]	General	NON-PROFIT ORGANIZATIONS	ME	Fresh Air 7pm (M-TH)	11/29/2021 12/5/2021 15
1382	DURHAM PERFORMING ARTS CNTR 11423		• 1382-00331 [4]	General	CONCERTS/LIVE MUSIC	E	Fresh Air 7pm (M-TH)	11/22/2021 11/26/2021 15
1382	DURHAM PERFORMING ARTS CNTR 11423		• 1382-00333 [4]	General	CONCERTS/LIVE MUSIC	E	Fresh Air 7pm (M-TH)	11/22/2021 11/26/2021 15
1582	FLYLEAF BOOKS		• 1582-00016 [4]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	11/1/2021 11/7/2021 15
1582	FLYLEAF BOOKS		• 1582-00016 [4]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	11/15/2021 11/18/2021 15
3100	FUQUAY-VARINA ARTS CENTER		• 3100-00004 [2]	General	ART GALLERIES/ART ORGANIZATIONS	C	Fresh Air 7pm (M-TH)	11/8/2021 11/14/2021 15
3100	FUQUAY-VARINA ARTS CENTER		• 3100-00004 [2]	General	ART GALLERIES/ART ORGANIZATIONS	C	Fresh Air 7pm (M-TH)	11/29/2021 12/5/2021 15
3077	HAWTHORNE AND WOOD		• 3077-00005 [4]	General	RESTAURANTS/BARS	C	Fresh Air 7pm (M-TH)	11/1/2021 11/7/2021 15
3077	HAWTHORNE AND WOOD		• 3077-00005 [4]	General	RESTAURANTS/BARS	C	Fresh Air 7pm (M-TH)	11/15/2021 11/21/2021 15
3077	HAWTHORNE AND WOOD		• 3077-00005 [4]	General	RESTAURANTS/BARS	C	Fresh Air 7pm (M-TH)	11/29/2021 12/5/2021 15
3143	KENDALL PAGE ATTORNEY		• 3143-00004 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	Fresh Air 7pm (M-TH)	11/8/2021 11/14/2021 15
3143	KENDALL PAGE ATTORNEY		• 3143-00004 [2]	General	LEGAL SERVICES / LAW OFFICES	ME	Fresh Air 7pm (M-TH)	11/22/2021 11/28/2021 15
3006	UNC LIBRARIES		• 3006-00017 [1]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	11/1/2021 11/7/2021 15
3006	UNC LIBRARIES		• 3006-00017 [1]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	11/8/2021 11/14/2021 15
3006	UNC LIBRARIES		• 3006-00017 [1]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	11/15/2021 11/21/2021 15
3006	UNC LIBRARIES		• 3006-00017 [1]	General	BOOKSTORES/IN STORE READINGS	ME	Fresh Air 7pm (M-TH)	11/22/2021 11/26/2021 15
361	UNC PRESS		• 361-00016 [6]	General	PUBLISHERS	ME	Fresh Air 7pm (M-TH)	10/11/2021 6/24/2022 15

Fresh Air (M-Th) Totals:

Morning Edition

3241	KUHN ADVISORS		• 3241-00003 [1]	General	FINANCIAL SERVICES/BANKS	C	Morning Edition	11/8/2021 11/14/2021 15
3241	KUHN ADVISORS		• 3241-00003 [1]	General	FINANCIAL SERVICES/BANKS	C	Morning Edition	11/29/2021 12/5/2021 15
3107	MINDPATH CARE CENTERS		• 3107-00008 [10]	General	MEDICAL SERVICES	C	Morning Edition	11/1/2021 11/7/2021 15
3107	MINDPATH CARE CENTERS		• 3107-00008 [10]	General	MEDICAL SERVICES	C	Morning Edition	11/15/2021 11/21/2021 15

Morning Edition Totals:

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

For Dates 11/01/2021 to 11/30/2021

Grouped by: Spot Type

(Scheduled Target = "1A" or Scheduled Target between "AllThings Considered" and "BBC Newshour" or Scheduled Target = "CarTalk" or Scheduled Target between "Diane Rehm Show" and "World, The")

Standard Report, Exclude Non-Commercial, Exclude Network, Exclude Zero Rate, All Orders

Id#	Advertiser	Order	Product	I.F.	Schedule Target	Start	End	
People's Pharmacy								
1239	BIOMERIEUX	• 1239-00017 [49]	General	PHARMACEUTICAL MFG	C	People's Pharmacy	11/8/2021	11/14/2021 15
1239	BIOMERIEUX	• 1239-00017 [49]	General	PHARMACEUTICAL MFG	C	People's Pharmacy	11/22/2021	11/28/2021 15
1239	BIOMERIEUX	• 1239-00017 [49]	General	PHARMACEUTICAL MFG	C	People's Pharmacy	11/29/2021	12/5/2021 15
3107	MINDPATH CARE CENTERS	• 3107-00008 [13]	General	MEDICAL SERVICES	C	People's Pharmacy	11/22/2021	11/28/2021 15
People's Pharmacy Totals:								
Science Friday								
3267	PBS NORTH CAROLINA	• 3267-00027 [2]	General	TELEVISION STATIONS/SHOWS	C	Science Friday	11/1/2021	11/7/2021 15
3267	PBS NORTH CAROLINA	• 3267-00027 [2]	General	TELEVISION STATIONS/SHOWS	C	Science Friday	11/8/2021	11/14/2021 15
3267	PBS NORTH CAROLINA	• 3267-00027 [2]	General	TELEVISION STATIONS/SHOWS	C	Science Friday	11/15/2021	11/19/2021 15
Science Friday Totals:								
Splendid Table								
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00002 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	11/1/2021	11/7/2021 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00002 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	11/8/2021	11/14/2021 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00002 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	11/15/2021	11/21/2021 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00002 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	11/22/2021	11/28/2021 15
3327	ASHTEN'S RESTAURANT AND PUB	• 3327-00002 [1]	General	RESTAURANTS/BARS	ME	Splendid Table	11/29/2021	12/5/2021 15
3355	JAMES CREEK CIDER HOUSE	• 3355-00002 [5]	General	ALCOHOLIC BEVERAGES	ME	Splendid Table	11/14/2021	11/14/2021 15
3355	JAMES CREEK CIDER HOUSE	• 3355-00002 [5]	General	ALCOHOLIC BEVERAGES	ME	Splendid Table	11/15/2021	11/21/2021 15
Splendid Table Totals:								
The Takeaway (Noon)								
314	MY DOG TESS	• 314-00020 [1]	General	REAL ESTATE/SENIOR LIVING	ME	The Takeaway (Noon)	1/21/2021	1/16/2022 15
361	UNC PRESS	• 361-00016 [4]	General	PUBLISHERS	ME	The Takeaway (Noon)	10/18/2021	5/14/2022 15
2699	WARD AND SMITH	• 2699-00009 [5]	General	LEGAL SERVICES / LAW OFFICES	C	The Takeaway (9pm)	11/1/2021	11/7/2021 15
2699	WARD AND SMITH	• 2699-00009 [5]	General	LEGAL SERVICES / LAW OFFICES	C	The Takeaway (9pm)	11/8/2021	11/14/2021 15
2699	WARD AND SMITH	• 2699-00009 [5]	General	LEGAL SERVICES / LAW OFFICES	C	The Takeaway (9pm)	11/15/2021	11/18/2021 15
The Takeaway (Noon) Totals:								
This American Life								
361	UNC PRESS	• 361-00016 [3]	General	PUBLISHERS	ME	This American Life	10/18/2021	5/14/2022 15
361	UNC PRESS	• 361-00016 [5]	General	PUBLISHERS	ME	This American Life	10/15/2021	6/24/2022 15
This American Life Totals:								
Wait Wait Don't Tell Me								
3285	FLOW VOLKSWAGEN OF DURHAM	• 3285-00006 [4]	General	CAR DEALERSHIP	CE	Wait Wait Don't Tell Me	11/29/2021	12/5/2021 15
314	MY DOG TESS	• 314-00020 [2]	General	REAL ESTATE/SENIOR LIVING	ME	Wait Wait Don't Tell Me	1/21/2021	1/19/2022 15
Wait Wait Don't Tell Me Totals:								

North Carolina Public Radio-WUNC

Order Spot Targeting Detail

For Dates 11/01/2021 to 11/30/2021

Grouped by: Spot Type

(Scheduled Target = "1A" or Scheduled Target between "AllThings Considered" and "BBC Newshour" or Scheduled Target = "CarTalk" or Scheduled Target between "Diane Rehm Show" and "World, The")
 Standard Report, Exclude Non-Commercial, Exclude Network, Exclude Zero Rate, All Orders

Id#	Advertiser	Order	Product	I.F.	Schedule Target	Start	End	
Weekend Edition Saturday								
684	ALUMINUM COMPANY OF NC	D	• 684-00023 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	11/1/2021 11/7/2021 15
684	ALUMINUM COMPANY OF NC	D	• 684-00023 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	11/15/2021 11/21/2021 15
684	ALUMINUM COMPANY OF NC	D	• 684-00023 [3]	General	HOME IMPROVEMENTS	CE	<u>Weeknd Ed SATURDAY</u>	11/29/2021 12/5/2021 15
647	HILL COUNTRY WOODWORKS		• 647-00014 [1]	General	HOME/OFFICE FURNISHINGS	ME	<u>Weeknd Ed SATURDAY</u>	12/7/2020 11/29/2021 15
347	TONY HALL & ASSOCIATES		• 347-00014 [4]	General	REAL ESTATE/SENIOR LIVING	ME	<u>Weeknd Ed SATURDAY</u>	11/8/2021 6/25/2022 15
Weekend Edition Saturday Totals:								
Weekend Edition Sunday								
411	HILLCREST CONVALESCENT CENTER		• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	11/1/2021 11/7/2021 15
411	HILLCREST CONVALESCENT CENTER		• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	11/8/2021 11/14/2021 15
411	HILLCREST CONVALESCENT CENTER		• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	11/15/2021 11/21/2021 15
411	HILLCREST CONVALESCENT CENTER		• 411-00021 [2]	General	ASSISTED LIVG/RETIREMENT	ME	<u>Weeknd Ed SUNDAY</u>	11/22/2021 11/28/2021 15

Weekend Edition Sunday Totals:

WUNC-FM Totals:

Report Totals: